PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
Riverfront Plaza, East Tower, 8th floor, 951 E. Byrd Street, Richmond, Va. 23219

GARY M. REYNOLDS & ASSOCIATES, INC.
(GMR MARKETING)

CDR FILE PRINTOUT

2070884290

Source: https://www.industrydocuments.ucsf.edu/docs/yzdy0004

PM USA HOME PHILIP MORRIS USA INTRANET

Central Data Repository

CDR Main Menu | Function Menu | CDR Help

Go to...

Combined Vi

Return | Search Page | Summary | Completion | Contingency | Contact Log | Gener

Gary M. Reynolds & Associates Inc./GMR Marketing **Marketing-Events**

Also Known As *****

SUMMARY

Primary	Yes	**Reportable**	Yes
BP Type	Service Provider	**Next Assessment**	*****
Service Provided	Promotional	**Y2K Project Planned-Completion Date**	03/31/1999
Criticality	Tier 3	**Risk**	Tier 3

Criticality Explanation

Upon further consideration, the business contact has downgraded criticality to tier 3. The partner is easily replaceable and a 30+ day failure onits part would not significantly impact the ability of Pm to make, market or sell products.

Risk Explanation

Use Mac platform with Microsoft suite of products. Have verified the Y2K compliancy of their hardware, operating systems and desktop applications with Microsoft Apple.

COMPLETION PLAN

Projected Closeout Date	12/01/1999	**Actual Closeout Date**	*****
Monitoring Status	Completed	**Monitoring Completion Date**	10/07/1999
		Library Submission Date	*****

2070884291

Monitoring Completion Explanation

With the receipt of their level 1 completeness statement, there is no longer a need to monitor GMR.

	Desired (Y/N)	Obtained (Y/N)	Obtained Date
Completion Level	Level 1	Level 1	10/07/1999

Completion Level Obtained Explanation

Vicki O'Halloran of GMR Marketing sent a letter to Mike Stemo regarding GMR's Y2K compliance which met the criteria of a level 1 completeness statement.

Closeout Plan

Source: https://www.industrydocuments.ucsf.edu/docs/yzdy0004

A close-out packet has been sent to the Business Area for their review and approval. Once approved, the CDR file will be closed.

Action Plan Narrative

No action necessary. A close-out packet has been sent to the Business Area for their review and approval.

Comments

Service Provided: Executes event programs for various PM brands. Arranges, manages and, as requested, develops advertising campaigns for events. All contact PM is via e-mail or post. Reports e-mailed

CONTINGENCY PLAN

	Required (Y/N)	In Progress (Y/N)
Contingency Plan	No	*****

Reason For No Contingency Plan

This Business Partner is not Tier 1 critical.

	Trigger Date	Invoked (Y/N)	Invoked Date
Contingency Plan	*****	N/A	*****

Reason For Not Invoking Contingency Plan

*****

CONTRACT

Contract In Place (Y/N) No **Contract Submitted Date** *****

ELECTRONIC INTERFACE

Electronic Interface (Y/N) No

Electronic Interface Description

*****

E/I Testing Required (Y/N) *****

2070884292

E/I Reason For Not Testing

*****

E/I Test Plan

*****

E/I Test Completion Date *****

Source: https://www.industrydocuments.ucsf.edu/docs/yzdy0004

E/I Test Results
*****

GENERAL

Contact Name Main Telephone	Title Direct Telephone	Company Extension	Address1 Fax	Address2 Internet Address	City E-Mail	State	Country
Andrew Spores	Director Corporate MIS	Gary M. Reynolds & Associates Inc./GMR Marketing	1635 West Bluemound Road	*****	Brookfield	WI	*****
(414) 786-5600	*****	*****	(414) 786-0697	*****	*****		
Lisa Carlson	Y2K	Gary M. Reynolds & Associates Inc./GMR Marketing	1635 W. Bluemound Rd	*****	Brookfield	WI	*****
414 786 5600	*****	*****	*****	*****	*****		
Vicki O'Halloran	*****	GMR Marketing	2725 S. Moorland Road	*****	New Berlin	Wisconsin	USA
414-786-5600	*****	*****	414-786-0697	*****	*****		

PM Contact Jose Fontanez **IS Contact** Tom Bonomo
BP Coordinator Roy Reynolds **BP Category** PM USA
DP Platform Macintosh **DP Language** *****

2070884293

Contact Date / Narrative	Type	Contactor	Category

Contact Log

10/07/1999 Letter Roy Reynolds General

Received copy of a letter sent to Michael Stemo on October 7, 1999. The letter was from Vicki O'Halloran at GMR Marketing and addressed their Y2K compliance. letter read as follows: "We have received your inquiry regarding the efforts to address the Year 2000 situation at GMR Marketing, Inc. Accordingly, please be advis that GMR Marketing's automated business systems relate mainly to internal operations (e.g., accounting, time reporting, internal voice and e-mail messaging) that not for the most part directly impact GMR Marketing's delivery of service to clients. Year 2000 assessments of those major buiness systems that could affect our cl or could otherwise have a significant effect on GMR Marketing's continuing operations are now in process. It is our expectation that such issues will be resolved we advance of the Year 2000. Should any unaticipated year 2000 problem arise, we will work towards a prompt resolution of the issue. We cannot and do not, howeve make any statements or give any assurances with respect to the impact which any Year 2000 issues relating to your owned or leased systems or any third party systems with which your systems interact may have on GMR Marketing's ability to continue to provide services to you. The foregoing is provided for general informational purposes only..." (See the Y2K library file for a copy of the letter.) Based on the content of the letter, it meets the criteria of a level 1 completeness statement. (It is also our belief that the legalistic letter is the most specific language the partner is willing to divulge.) As a result, the Marketing BP Team recommer closing out the GMR Marketing file and will prepare a close-out packet for review and approval by the Business Area.

05/25/1999 Phone Call Josette Schurmann General

spoke with Tom Hollister (Lisa has left company). Working through parent company Omnicom. They are slightly behind schedule but expect to have all work compl

Source: https://www.industrydocuments.ucsf.edu/docs/yzdy0004

by end of summer. They are currently working on contingency planning and testing wrap-up. They also have a business partner program.

12/16/1998 Phone Call Peter Imajo Y2K Assessment

Lisa Carlson returned my message since Andrew Spores is no longer with GMR. When I referred to the survey which indicated would be complete in mid '98, she a who signed it and when. When she heard November 5, 1997, she said that things had changed since then. At that time, they were mostly on Macs, so they had les do. Now, they are about half Macs, half PC's. The PC's require a BIOS upgrade, which they are working on now. They have completed an inventory of all systems, including embedded, and expect to be finished with upgrades and testing by the end of 1Q '99.

11/06/1997 Phone Call Linda Forsyth Y2K Assessment

Based on the comments received in response to the Year 2000 Readiness Survey, Gary M. Reynolds & Associates use a Macintosh platform and the Microsoft sui products to prepare, track and present their activities. A representative from GMR has investigated their computing environment with Microsoft and Apple to verify t year 2000 compliance of the hardware, operating system and desktop applications. To achieve year 2000 compliance, GMR is verifying the BIOS on all workstatior currently in use and anticipates to be complete with this effort by mid 1998.

Information contained on this page is proprietary to PMUSA.

Data Owner: Dan

2070884294

Source: https://www.industrydocuments.ucsf.edu/docs/yzdy0004